

# CONTRACT



**WHNS-TV**  
**Meredith Corporation**  
**Fed ID 42-0410230**  
**21 Interstate Court**  
**Greenville, SC 29615**  
**(864)288-2100**

www.foxcarolina.com

And:

**Innovative Advertising LLC**  
**4250 Highway 22 Suite 7**  
**Manderville, LA 70471**  
**USA**

<b>Contract / Revision</b> 500334 /		<b>Alt Order #</b>
<b>Product</b> SD50 Campaign III		
<b>Contract Dates</b> 10/28/12 - 11/06/12	<b>Estimate #</b> 1030	
<b>Advertiser</b> Jim Davis SD50		<b>Original Date / Revision</b> 10/26/12 / 10/31/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WHNS	<b>Account Executive</b> Sales Local	<b>Sales Office</b> Local-WHNS
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
		<b>Total Ratings</b> 78.20
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WHNS	10/29/12	11/06/12	M-F 10-11a	M-F 10-11a		:30				NM	6	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$25.00	0.50			
		Week: 11/05/12	11/11/12	MT-----				1	\$25.00	0.50			
N 2	WHNS	11/05/12	11/05/12	Monday 8-9p	Mon 8-9p		:30				NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$940.00	7.40			
N 3	WHNS	10/31/12	10/31/12	X-Factor	Wed 8-10p		:30				NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$1,235.00	11.40			
N 4	WHNS	10/28/12	11/04/12	Fox News Sunday	Su 11-12p		:30				NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$95.00	1.60			
		Week: 10/29/12	11/04/12	-----S				1	\$95.00	1.60			
N 5	WHNS	10/30/12	10/30/12	Tue 9-10p	Tue 9-10p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$700.00	2.80			
N 6	WHNS	11/02/12	11/02/12	Fri 8-10p	Fri 8-10p		:30				NM	1	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----F--				1	\$645.00	3.80			
N 7	WHNS	10/29/12	11/04/12	M-Su Prime Rotator	M-Sa 8-10p/Su 7-1		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTFSS				1	\$550.00	3.50			
N 8	WHNS	10/28/12	11/04/12	NFL Pre-Game Show	12-430p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$450.00	1.60			
		Week: 10/29/12	11/04/12	-----S				1	\$450.00	1.60			
N 9	WHNS	10/28/12	11/04/12	Panthers Early Game	1-4p		:30				NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$1,275.00	5.30			
		Week: 10/29/12	11/04/12	-----S				1	\$1,275.00	5.30			
N 10	WHNS	10/28/12	10/28/12	Non Panthers late	358-730p		:30				NM	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
500334 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/28/12 - 11/06/12	SD50 Campaign III	1030

<u>Advertiser</u>	<u>Original Date / Revision</u>
Jim Davis SD50	10/26/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S				1	\$2,500.00	7.30				
N 11	WHNS	11/01/12	11/02/12	M-F 9-10a	M-F 9-10a		:30				NM	2	\$230.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--				2	\$115.00	0.30				
N 12	WHNS	11/01/12	11/05/12	M-F 11a-1130a	M-F 11a-1130a		:30				NM	3	\$120.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--				2	\$40.00	0.00				
Week:		11/05/12	11/11/12	M-----				1	\$40.00	0.00				
N 13	WHNS	11/05/12	11/05/12	Monday 8-9p	Mon 8-9p		:30				NM	1	\$1,240.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----				1	\$1,240.00	5.60				
N 14	WHNS	11/01/12	11/01/12	Thu 8-10p	Thu 8-10p		:30				NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---				1	\$1,400.00	7.90				
N 15	WHNS	11/01/12	11/01/12	Thu 8-10p	Thu 8-10p		:30				NM	1	\$1,235.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---				1	\$1,235.00	7.90				
N 16	WHNS	11/04/12	11/04/12	Panthers Early Game	1-4p		:30				NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00	0.00				
Totals										78.20			27	\$17,085.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$4,320.00	\$3,672.00
10/29/12 - 11/06/12	23	\$12,765.00	\$10,850.25
<b>Totals</b>	<b>27</b>	<b>\$17,085.00</b>	<b>\$14,522.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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